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# TOURISM

CANADA'S TOURISM MONTHLY

October 2003

Museums and tourism

Tourism dip continues

TOURISM online moves ahead



Government Publications

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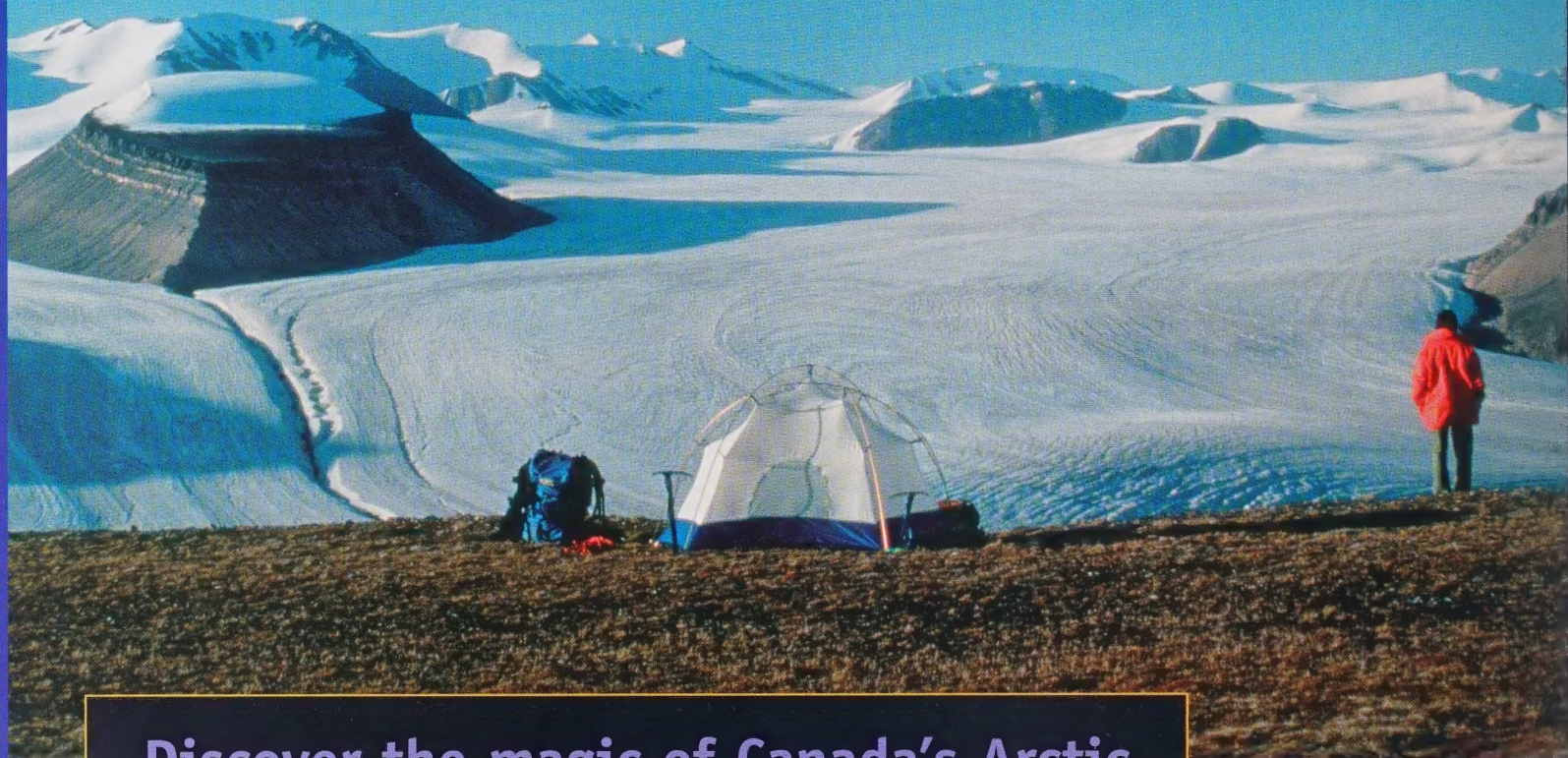
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# TOURISM online moves ahead

As announced in the September issue of *TOURISM*, the CTC will deliver a final printed version of the magazine in December 2003 and formally launch *TOURISM* online by January 2004.

An online publication will allow the CTC to broaden its reach and to deliver business critical information to you, the industry, in a timely fashion. You'll be provided a monthly core of news and analysis, supported by weekly and ad hoc news and information updates on hot issues.

*TOURISM* online will also be linked to the newly updated CTC Web site (also launching in the new year), which will house and provide links to much of the in-depth information highlighted by the magazine. We believe this will be of significant benefit to readers.

*TOURISM* online will be proactively delivered to subscribers via email. If you have not already provided us with your email address, we encourage you to do so by sending your contact information to [tourism@ctc-cct.ca](mailto:tourism@ctc-cct.ca).

Once again, we encourage readers to share their ideas with us regarding the new publication. What sections can you simply not do without? Where do you think we might have an opportunity to implement change? An online survey is available at [www.canadatourism.com](http://www.canadatourism.com) (click on *TOURISM* magazine survey) and will only take a few minutes to complete.

Questions or comments should be forwarded to Isabelle Des Chênes, Director of Communications at the CTC: [deschenes.isabelle@ctc-cct.ca](mailto:deschenes.isabelle@ctc-cct.ca). 🍁



On the cover: *Autumn Travellers*—The Monarch butterflies flash bright orange in the morning sun. They and some of their kind gather every autumn at Pointe Pelee National Park of Canada on Lake Erie, stopping to feed and build energy before the Monarchs' fall migration to Mexico.

For a successful trip they will need good travelling conditions – warm with favourable winds – for the 3000-kilometre journey to high-altitude wintering grounds west of Mexico City. Next spring, and three generations later, it will be their grandchildren who return to Canada.

Photo: courtesy of Robert Faubert,  
[www.holeriders.com](http://www.holeriders.com), [holerider@holeriders.com](mailto:holerider@holeriders.com)

Photo: Jim Flynn. He is a volunteer at Pointe Pelee N.P.

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## IN DECEMBER

*TOURISM* will take a look at winter, an important season for cities, mountain resorts, and many specialized products. Are we living up to our potential? And... Canada's multicultural society is in itself a tourism generator; how well do we take advantage of this to build product and opportunity? **Deadline: October 24, 2003.**

## New CTC publications

- Finding Funding - Ten steps to meet your financial needs
- The ABCs of Financial Performance Measures and Benchmarks for Canada's Tourism Sector (6 Guides)
- Risk Management Guide for Tour Operators
- Domestic, U.S. and Overseas Travel to Canada - Short-Term Business Outlook - Quarter 4 2003

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**Vision:** Canada will be the premier four-season destination to connect with nature and to experience diverse cultures and communities.

**Mission:** Canada's tourism industry will deliver world-class cultural and leisure experiences year round, while preserving and sharing Canada's clean, safe and natural environments. The industry will be guided by the values of respect, integrity and empathy.

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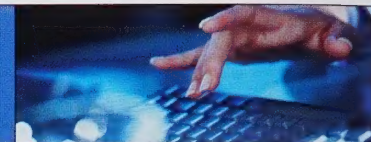
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■ **Votre copie française de *TOURISME* est disponible en composant le : 613-954-3884**

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## Editorial

### Who will take autumn seriously? by Peter Kingsmill

By now, many of Canada's traditional tourism products are being tucked away for – winter! The kids are back in school, the summer parks and campgrounds are closing, and even at city-based facilities, the turnstiles have stopped clicking, university-student part-time staff has been laid-off and permanent staff is gearing up for maintenance and renovations. It is as though Canada goes into a holding pattern at this time of year.

More's the pity. Although the days are cooling off, sunbathing is seldom an autumn option, and the nights are longer, there is so much to do and see in this extraordinary country of ours. We are truly "a country for all seasons", but it is quite apparent that we struggle to animate that small miracle of climate into a vibrant four-season tourism destination.

This year, of all years, getting serious about autumn should be a national tourism industry priority. Across the nation we have been whacked over the head – and in our pocketbooks – by just about every crisis one could imagine and some we could never have imagined. Our tourism deficit has skyrocketed, and it is only the inveterate optimism, cooperative strength, and remarkable intelligence of our industry that keeps us from being truly in a shambles.

The world as we had come to know it changed dramatically as we launched ourselves bravely into the new millennium, and the face of tourism has changed right along with it. We have been seeking frantically to recover,

when perhaps what we really need is to re-focus. It may seem overly simplistic to suggest that we should, right now, start thinking about how autumn might be a season that could help us rebuild our industry, but it would be silly to leave any stone unturned as we try to pave the road to a new future. It is interesting to note that, this September, Tourisme Québec has launched its first-ever autumn campaign, a campaign backed up with some serious marketing dollars.

So, then, just who will "do" autumn? Well, until a market demand can be proven to the contrary, it would be cruel and unusual punishment to suggest that the campgrounds and lakeside resorts need to stay open longer than they currently do. Similarly, we cannot "wish" ice onto the Rideau Canal for skating, and snow for our ski resorts and snowmobile trails, much as they would welcome the result.

We have talked at length over the last few years about Canada's potential as a cultural destination, to meet a growing demand from the marketplace for cultural experiences. Could it be that autumn is a special time for this sector to shine? It seems that there is an industry sector out there just waiting to be taken seriously, and a season to match. Maybe we can start to become, after all, a truly four-season destination. Enjoy Canada – *anytime!* 🍁

Peter Kingsmill, Editor-in-chief



The Montréal coalition to save the Grand Prix is asking governments to soften anti-tobacco laws to save the 2004 edition of the Canada F1 Grand Prix. In 2003, the Montréal Grand Prix generated more than 50 million tourist dollars from outside of Québec.



In 1998, tourism in Canada contributed 30.1 cents out of every dollar of tourism spending to government revenue (all levels combined). This is an increase from 22.9 cents calculated in a study conducted in 1992; and represented \$13.8 billion revenue for all three levels of government. [www.canadatourism.com](http://www.canadatourism.com)



With the exception of Vancouver, all cities included in KPMG's *Tourism Expenditure Monitor* experienced declines in tourism spending the week of September 7. Occupancy rates seem to be improving in some markets but rate integrity remains a problem. The aggregate decline in tourism expenditures for the six cities now exceeds \$900,000,000.



The *Short-Term Business Outlook* says the major impact of SARS was felt in the second quarter and economic activity is expected to pick up in the second half of this year. The publication provides performance scenarios for Canada's major travel markets and was developed by the Canadian Tourism Research Institute for the CTC. [www.canadatourism.com](http://www.canadatourism.com)

## Letters to the Editor

I have worked in travel and tourism most of my life. For the last 18 months I have been fortunate enough to work for Tourism Whistler as content writer for numerous web sites. Ever-conscious of global trends in travel marketing, and responding to such trends, I keep a close eye on all Canadian Tourism Commission

(CTC) publications both online and in print and have also had the pleasure of contributing to the CTC web site

I must say that the CTC publications are excellent; they are well written, well marketed, and well organized. I would like to offer my kudos to a brilliant advertising

campaign. The "I Can" television spots are positive, beneficial to our beautiful country and to all the people who benefit from tourism. The concept "I Can" just nailed it; it's true, you can do anything in Canada. 🍁

Blair Hirtle  
Whistler, B.C.

We encourage our readers to submit letters on any topic or issue covered in *TOURISM* magazine. Please include your full name, address, and telephone number. The editorial board reserves the right to select and edit letters for publication.



## At Issue

by Randy Williams

# Infrastructure vital to tourism success

Canada's tourism success rests largely on its attributes as a destination, the professionalism of operators and the tourism workforce, and strong marketing efforts through industry-government partnerships. However, this success also depends on the physical assets that support the Canadian tourism industry. These include: basic installations and facilities in transportation systems, the Canada-United States border, convention centres, and attractions such as museums, heritage places and national parks. The development and maintenance of such infrastructure is, clearly, an essential component of Canada's ability to maintain and increase its share of the global tourism market.

Infrastructure of all kinds has been edging upwards on the federal public policy agenda in recent years – witness the creation of the Infrastructure Canada program, the Canada Strategic Infrastructure Fund, and the Border Infrastructure Fund. Tourism-related infrastructure in particular is increasingly being recognized as deserving of special recognition; it was paired with urban development infrastructure to form one of the Canada Strategic Infrastructure Fund's five investment categories.

The tourism industry is concerned, however, that things are moving forward in an *ad hoc* manner rather than strategically. That is why, this past April, the Tourism Industry Association of Canada (TIAC) sponsored an Infrastructure Issues Forum, giving tourism stakeholders from across the country the opportunity to discuss the issues impacting infrastructure development and maintenance and to establish next steps. The event followed up on an infrastructure survey conducted by the association among its members, who ranked infrastructure concerns in the following priority: tourism attractions, the national highway system, air industry infrastructure, transportation infrastructure, border facilities, safety and security equipment, and convention centres, concert halls and similar facilities.

After listening to updates from National Revenue Minister Elinor Caplan and André Juneau, deputy head of Infrastructure Canada, forum participants reaffirmed the importance of those categories of infrastructure. National park facilities and the intermodality of Canada's transportation systems also emerged high on their list of priorities.

Beyond identifying specific areas requiring investments, participants also discussed general approaches that should be taken in addressing Canada's tourism-related infrastructure challenges. Notable among these was the need to adequately fund the maintenance and repair of existing facilities rather than simply creating new ones, on the premise that making better use of existing facilities is more efficient and economical. Participants also pointed out that infrastructure investments require adequate consultation with stakeholders and the public, as well as a long-term horizon (10-20 years) when it comes to planning, implementing and evaluating projects. They also felt the funding process should be clarified.

It was clear, coming out of the forum, that TIAC's top infrastructure priority should be to press Ottawa to invest the funds necessary to repair, maintain and (where appropriate) improve, existing tourism-related infrastructure. Refurbishing of facilities has to occur first of all in Canada's national parks, second in the national highway system and its non-road complements such as ferries and bridges, and third at Canada-U.S. border crossings. Meanwhile, the administration of existing infrastructure funding should be revisited. For example, the bundling of smaller projects should be allowed for strategic infrastructure funding. 🍁

*The Infrastructure Issues Forum Report is available at [www.tiac-aitc.ca](http://www.tiac-aitc.ca), under Events – Issue Forums.*

## Infrastructure Canada

The Infrastructure Canada Program (confirmed in the 2000 federal budget) put \$2.65 billion on the table over six years to address infrastructure development and renewal in a number of program categories.

The ICP has two components: municipal infrastructure, called Infrastructure Canada, and a highways component, administered by Transport Canada. Up to \$600 million of the \$2.65 billion total may be spent on the highways component.

The program is based on partnerships with provincial and territorial governments, municipal governments, First Nations, and the private sector. The program is cost-shared, with an average federal contribution of one-third of the cost of municipal infrastructure projects. Priorities include culture, tourism and recreation. Communities identify their own infrastructure priorities, while federal departments and regional agencies are responsible for program delivery and oversee the program's administration in each province.



An example of the program at work in the cultural sector is at Bala, Ontario, where the Wahta Mohawks First Nation will construct a facility to exhibit the cultural history of the Wahta Mohawks, Woodland native cultures, and the natural history of the Muskoka region through displays and interpretive walking trails. The centre will also provide tourist information and traveller support with washrooms and a picnic area. Construction is expected to be completed in 2004, with federal and Ontario government support of \$307,500 each to the project. The Wahta Mohawks Council will invest the balance of the project's total cost of \$1.5 million. 🍁

Information: [www.infrastructurecanada.gc.ca](http://www.infrastructurecanada.gc.ca)

**What direction is Canada's tourism industry heading?**  
**We'll draw you a map.**

The Tourism Industry Association of Canada is the national voice of the tourism sector and the source of information and development for tourism professionals from coast to coast. If you and your business are part of this vital and thriving industry, join us, let your voice be heard, and benefit from our innovative member programs and events.

**Visit online for more information at [www.tiac-aitc.ca](http://www.tiac-aitc.ca)**



## Building momentum: Ontario's tourism industry



Photo: © 2003 Ontario Tourism.

There is always *More to discover* in Ontario.

Ontario is the largest provincial tourism destination. It is home to more people than any other province in Canada and boasts the largest tourism budget of any province in Canada (the 2002/2003 provincial budget commits \$106 million to tourism). Governed by the Ministry of Tourism and Recreation (MTR), the tourism branch has three sections: Policy and Strategy Development, Research and Industry Competitiveness, and Resource-based Tourism.

It is the responsibility of the tourism branch to "advance Ontario's competitive advantage in tourism" by guiding government policy creation, providing research to identify opportunities for growth as well as potential obstacles, and finally to "protect, diversify, and enhance tourism potential on Crown land and waters."

Tourism is Ontario's seventh largest export industry, accounting for \$15.7 billion in visitor spending in 2001. It accounts for 43 percent of Canada's visitors and 37 percent of Canada's annual tourism revenue, generating \$8.9 billion in tax revenue. This is a major industry that requires an extensive structure to operate.

The Ontario Tourism Marketing Planning Corporation (OTMPC) was launched as a government agency in 1999. It is a joint organization, receiving both private and public funding, whose mission is "to grow Ontario's tourism sector year-round by stimulating increased consumer spending and visits and

generate greater partner participation," a goal it pursues through partnerships with industry. OTMPC is also responsible for market research and working with the provincial ministry to develop products, guide policy creation and act as a line of communication between industry and government.

The OTMPC works in partnership with industry to develop and carry out marketing campaigns domestically, in the U.S., and overseas. The majority of the advertising budget (\$9 million in 2001) focuses on in-province and near-border U.S. markets where the odds of influencing travel plans are seen as the highest.

The OTMPC has a number of projects run in conjunction with industry or as private enterprises. "Ontario Place is an example of how Tourism Ontario and the Ontario government joined forces to create an attraction," says Gordon Prisco of Tourism Ontario. "This creates tourism jobs, and is another marketable attraction to further stimulate the tourism industry."

Due to increasing global competition, the ministry has embarked on an ambitious tourism marketing campaign to attract more visitors to Ontario, encourage them to stay longer and spend more money. There has been an investment of \$170 million over six years to aggressively market Ontario worldwide. "This is an ongoing process," says Prisco. "We are constantly trying to make things better for Ontario."

## Museums and tourism

by Natasha Gauthier

Tourists love museums. In cities like Paris, London, Amsterdam and New York, museums have long been major draws for out-of-town visitors. Many people will plan entire trips around a must-see exhibition; many more merely find museums a convenient place to spend a rainy afternoon. A single spectacular museum has transformed the Basque city of Bilbao from an industrial backwater into a premiere tourist destination. In fact, according to a 2002 Spanish poll, without the lure of the Guggenheim Museum, most tourists would not otherwise bother to stop in Bilbao at all.

Here at home, museums have an equally impressive impact on tourism. A recent survey commissioned by the Canadian Museums Association shows that 42 percent of Canadians have visited a museum in another Canadian city in the past year. An even greater number, 65 percent, say they encourage their out-of-town guests to go to local museums. According to the most recent Statistics Canada data, in 1997-98, our 2,500 museums and other heritage institutions received over 114 million visitors who spent some \$330 million on admissions, membership dues, parking, gift shops and cafeterias.

So with all this incentive, why is it sometimes so hard for museums to build lasting relationships with their local tourism organizations? The reasons are as complex as they are numerous. In some institutions, for example, the marketing and curatorial departments still see each other as impediments rather than as natural partners. Museums can also be reluctant to team up with other attractions, since they view them as competing for a finite number of visitors. And, to be fair, tour operators have also been guilty of trying to squeeze museums into poorly conceived packages – when they aren't ignoring them altogether!

Happily, there are an increasing number of success stories. At King's Landing Historical Settlement in New Brunswick, the curators and marketing staff work closely with local tour operators to ensure that visitors get an experience that is as enjoyable as it is meticulously researched and presented. And in central Alberta, dozens of seemingly unrelated organizations scattered over a vast geographic area – Ukrainian churches, pioneer museums, traditional Native sites, crafts studios and farmers' markets – have joined together with local tourism offices and chambers of commerce to form single tourism entity known as "Kalyna Country."

These and other examples bode well for the future. A more open dialogue between our two sectors can only benefit Canadian communities as a whole. 🍁

*Natasha Gauthier is Head of Publications at the Canadian Museums Association. She can be reached at [ngauthier@museums.ca](mailto:ngauthier@museums.ca)*

In October, 2002, the Ministry of Tourism and Recreation created the Tourism Consumer Information System (TCIS), to give Ontario an edge in the increasingly competitive tourism market. TCIS evolved as a means to better serve the needs of prospective travellers, giving them access to the information they need, quickly and easily as well as increase the awareness of Ontario as a travel destination worldwide. TCIS has six components: Web sites

(both consumer and industry), a customer call centre, a division devoted to distribution of print materials, a customer service database which acts as an archive for research and information from and for the industry, an e-marketing division to build on the "off-line" service already provided by the OTMPC, and partnership opportunities for business listings, banner ads, and sponsorship opportunities. 🍁



## Storefront

A summer view from the frontline by Marc-André Charlebois

Now that fall is here, I thought it might be interesting to provide a snapshot of the tourism and travel business “summer of SARS” from the point of view of a travel agent. I carried out an informal survey of a number of ACTA members across the country, asking them “how was your summer and what did you sell”. This is what they reported.

Earlier this year, many of us read with interest the Conference Board’s Summer Travel Intention Survey, which stated that 62 percent of Canadians surveyed would or probably would take a summer vacation. Of these, 77 percent planned to stay in Canada (up from 2002) and of these, 79 percent would travel by car and 10 percent by plane.

Travel agents had a very mixed summer but their overall experience largely verified the above statistics – most Canadians stayed in Canada and travelled by automobile. Some travel agencies felt they were lucky to survive this spring and summer, others said it was quieter than usual, and a small number reported a busy season. It seemed that the news reported in the daily media (SARS, Iraq, Air Canada, etc.) influenced the traffic flow, so most agencies had busy as well as quiet times. All reported that the summer was a very difficult one to predict, both in terms of staffing and also, what customers wanted.

A number of our members reported that even lower fares and new routes did not encourage people to fly. The trend was for clients to inquire and then walk away (high taxes and surcharges continue to shock potential travellers). According to a CAA representative we spoke with, traffic was high on the auto travel side of the business, where they saw an increase in hotel and car reservations, mainly in Canada but all over North America too.

In terms of domestic travel, the biggest seller for travel agents were the “Toronto Recovery” packages along with Vancouver, Vancouver Island,

Calgary and the Maritimes – a mix of air only, rail tours and all-inclusive tours. Internationally, European bookings were substantially lower than usual while travel to and from Asia was almost non-existent. However, some travel agents sold a number of European coach tours with Insight and Trafalgar. Cruises remained popular, especially in the Mediterranean region, due in large part to all-time low prices.

Leisure travel to the U.S. was down, with very little demand for Florida, Arizona and California. The popularity of Disneyland and Disneyworld was mixed, although down in general, while Las Vegas has remained a popular weekend getaway.

The current trend of last minute bookings continued, with even international trips booked only 2-4 weeks in advance. Customers were not necessarily looking for “deals” but rather for quality and exciting itineraries.

Overall, agents found May, June and July to be slower while August picked up substantially. Canadians are already starting to book their Christmas and March breaks, winter cruises and Caribbean all-inclusive packages. One agent reported, “we normally feel the push starting after Labour Day for winter bookings, but this year it started a month earlier.” On the managed travel side, again, advance bookings started earlier this year for both Canada and international travel.

What I am particularly happy to report, as of Labour Day, is that business seems to be picking up considerably and most travel agents have high expectations for a good fall and winter. Perhaps, finally, we have turned the corner. 🍁

## Canada’s museums: anchors on a short rope

Canada’s museums, especially those not in close proximity to national and provincial capitals, are expected to do a lot for the nation’s tourism industry on very tight budgets. Traditionally, most museums in Canada have relied on municipal, provincial, or federal funding to meet infrastructure, programming and operating costs; in recent years these government contributions have been trimmed – or in some cases slashed – and museums have had to look for innovative new ways to continue fulfilling their mandate.

It’s not that visitation has been dwindling, although museums have felt the impact of the post-9/11 business reality like all other facets of the tourism industry. Museums and museum associations across the country report decreased visitation from foreign markets in the order of ten percent; however, visitation numbers from local residents seem to show a general increase, likely for some of the same reasons suspected

for the decrease in travellers from abroad. Headline news stories since 9/11 have dwelt on issues like the Iraq war, SARS, the West Nile virus, BSE (mad cow), wildfires, and upward movement in the value of the Canadian dollar. These stories have discouraged foreign travel into Canada, yet almost certainly contributed to an increase in domestic visitation.

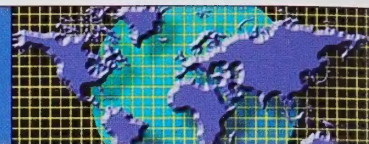
Museums featuring outdoor components may have fared better this year, according to Deborah Griffiths, director of the Courtenay and District Museum in B.C. and managing director of the Great Canadian Fossil Trail- a consortium of 39 museums and sites across Canada dealing with fossils, dinosaurs, and palaeontology in general. As well, special events are being developed by some museums as a means for promoting tourism during shoulder seasons and to increase the number of return visitors.

Museums and heritage sites are offering a number of services to generate revenue, including cafés, gift shops, rental facilities, and facilitating group tour experiences. Many museums have turned to charging admission fees in an effort to meet a bottom line that sometimes seems difficult or impossible to maintain. While some museums rely heavily on these admission fees, a few have reported receiving larger donations together with increased visitation since implementing a “pay-as-you-can” system, comments Bill Jeffries, director and curator of Presentation House Gallery in North Vancouver.

The Museum at Campbell River on Vancouver Island has positioned itself to be part of the growing cultural tourism sector. It is developing unique and local human history components to be authentic, experiential and appealing to visitors looking for an understanding of where they are visiting. This

traditionally resource-based region has relied on lumber, fishing and mining. With declining resources and a faltering economy, Campbell River is redefining itself and tourism is seen as part of the solution for a sustainable future. The local visitor information centre tracks visitor requests; information on attractions is the most frequently requested, above accommodation, adventure or ecotourism. “However,” says the museum’s executive director Lesia Davis, “community support and involvement are integral to our success, whether by positive word of mouth to influence visiting friends and relatives or by complementing other tourism products to attract tourists and increase their length of stay.” 🍁





## Untangle the Web

by WorldWeb Travel Guide

*As an independent hotel owner, I've been approached about buying Internet advertising. Is it worth doing?*

Buying Internet advertising can greatly increase the revenue generated from your Web site. How do you know if it's cost effective? The best way is to compare (a) your cost per Web site visitor to (b) the monetary value of each visitor.

**1) Determine your Web site's Monthly Visitors:** This number should be readily available from your Web site performance statistics.  
**2) Estimate Monthly Website Revenue:** At a minimum, all bookings received via email or online reservation forms should be included. Even better, when processing a telephone booking, staff should ask clients if they saw your Web site. If the answer is yes, include this revenue as well.

**3) Calculate Average Visitor Revenue:** Divide the Monthly Web site Revenue by the number of Monthly Visitors. For example, if in a given month your Web site generates \$10,000 from 2,000 Web site visitors, then the average revenue generated from each visitor is \$5.00.

**4) Determine Average Visitor Value:** How much is each Web site visitor worth to you? If your Average Visitor Revenue is \$5.00 and if you typically pay 10 to 20 percent commission for new business, then each visitor to your Web site is worth \$0.50 to \$1.00.

**Conclusion:** For general Internet advertising to be cost effective, your cost per visitor should be less than your Average Visitor Value. For targeted advertising that is closely aligned with your business, it may be cost effective to pay significantly more than your Average Visitor Value. 🍁

WorldWeb Travel Guide is a travel-planning Web site offering online advertising, and Web site hosting & design services.  
[info@worldweb.com](mailto:info@worldweb.com)



## Driving Canada with Toyota

Toyota Canada Inc. and the Canadian Tourism Commission (CTC) have launched a national communications campaign aimed at encouraging Canadians to "drive the world's greatest country". The campaign, valued at \$9.6 million over three years, brings together the public and private sectors in a unique partnership to promote tourism in Canada.

The first phase of the campaign will run through to February 2004, while phase two, scheduled to start at the end of February, will run through the autumn of 2004 to take advantage of key summer/fall travel periods.

The campaign will run across five regions: British-Columbia and the North, the Prairies, Ontario,

Quebec, and Atlantic Canada, and will feature the diverse "product experiences" available in Canada including seasonal activities, the outdoors, cities and tours, and culture and heritage.

Toyota is provided with the opportunity to help grow the Canadian tourism industry while better differentiating its own unique brand in a creative way. By partnering with Toyota, the CTC is working with an organization committed to a national awareness-building campaign to get Canadians to travel in Canada, leveraging a strong nationally recognized brand to help stimulate interest for four-season travel in Canada. 🍁

Information: [www.canadatourism.com](http://www.canadatourism.com)

## New phase for domestic campaign

\$7.5 million will be dedicated to a domestic campaign to promote Canadian cities, regions, natural areas, and cultural and tourist attractions to Canadians.

This campaign will be delivered through special funding provided to the Canadian Tourism Commission. The first flight of the campaign took place June through mid-July 2003.

The second flight will start October 27 and continue until November 16. The campaign will include a mix of 30-second television ads, 2 insertions per week for a total of 18 insertions over the entire duration of the campaign, and online and micro site advertising. 🍁

Information: [www.canadatourism.com](http://www.canadatourism.com)



## Fall campaign underway

The Province of Quebec announced in early September that the government and its partners are investing over \$1.26 million to promote the province's autumn season to markets in Quebec, Ontario and the U.S. The investment is intended to sustain a tourism industry that has been devastated by the events of the past few months.

Tourisme Québec has developed partnerships with the Québec City and Area Tourism and Convention Bureau, Via Rail and Air Canada to undertake a major campaign to attract visitors in October. The campaign uses Internet,

print and radio media to target resident and nearby markets with messages promoting short getaways in the province to enjoy the colours and flavours of autumn. The media placements run during September and early October.

This campaign is a significant departure from the normal tourism promotional strategy for the province, which in the past has concentrated its marketing efforts on the summer and winter seasons. 🍁



## Market resilient for outfitters

Every autumn, northern Canada hosts large numbers of American (and to a lesser extent European) visitors for big game hunting trips. In northern Ontario alone, the big game outfitting industry is estimated to be worth \$36 million.

A brief snapshot of outfitters and associations across Canada appear to show that the market for hunting is remarkably stable. Border-crossing complications and news stories of war, terrorism, and disease outbreaks have had an impact, but the opportunity for a good hunt seems to have largely outweighed other considerations.

A spokesperson for the Alberta Professional Outfitters Association feels recent news headlines (9/11, BSE, SARS) have negatively affected bookings for this season. The effects were moderated somewhat by a recent drop in Canadian dollar.

In Manitoba it wasn't so straightforward. While bookings were reported as sporadic, down in early May then up again with last minute bookings, many outfitters are reporting all their licenses have sold. 🍁

# Canada's cultural report card

by Philip Kompass

Canada. The home and native land, revered worldwide for its pristine nature, towering cliffs, clean rivers and easy access to the wilderness. True, these are all wonderful aspects of this great country, and they do attract their fair share of tourists, but what else can we offer? A stunning vista is – exactly that, and the admission cost can't be beat, of course. But what if someone has seen enough moose and Mounties to last a lifetime? Canada's tourism industry needs to attract return visitors to see what else we have to offer.

In December of 1999, the Canadian Tourism Commission (CTC) created a document entitled *Packaging the Potential* outlining a five-year strategy to promote cultural and heritage tourism in Canada. Cultural tourism provides an attraction that will never grow stagnant, always changing with fresh faces and new creativity.

Now that Canada is halfway through the strategy's suggested timeframe, has the public perception of Canada changed? Are we in Canada's tourism industry taking positive steps forward?

Steven Thorne, of Burnett Thorne Cultural Tourism, says, "Although the awareness is there (in the industry) there is a fundamental disconnect. The tourism industry realizes the value of culture and heritage as marketing tools but have yet to realize their potential or make positive efforts to capitalize on the opportunity." Thorne goes on to say, "with the exception of Quebec which has been culturally developed and marketed for some time now, the rest of Canada is not getting the attention it deserves."

The CTC held a recent series of focus groups to poll the American audience, to better understand how we may be perceived worldwide. The results certainly provide incentive to diversify Canada's tourism image: "Conclusions to date indicate that messaging for Canada needs to be more specific and less general; respondents are aware of the vast, pristine natural beauty of the country as well as the safe, clean nature of the cities." The report continues: "Repeating these amorphous messages adds to the sense of Canada being boring. In order to make an impression (break through the attitudinal barrier of



Photo: Évangeline, a musical drama©, Church Point, Nova Scotia.

In order to make an impression (break through the attitudinal barrier of "Canada the boring", the messaging must be surprising and the context must be surprising.

"Canada the boring") the messaging must be surprising and the context must be surprising."

When perusing the various provincial tourism agency Web sites, one is struck by the overwhelming dedication, and reliance on the "old standby" of nature, and wilderness. The logos and tag lines these DMOs only serve to enforce these stereotypes, particularly when delivered with an array of scenic photos.

"Canadians talk about cultural tourism, and Americans do it," states Thorne emphatically. The Travel Industry Association of America (TIA) reports for the summer of 2003 that 60 percent of travellers plan to visit cities or urban areas as their principal destination, 45 percent will visit national historic sites and one third will be attending a cultural event or performance during their vacation. This is strong evidence for marketing Canada's culture to the world.

There is a bright side to this story, however. Canadian operators have had their share of success, and continue to do so. Building on a history of theatrical productions and festivals, Halifax played host to the 2003 World Theatre Congress and Festival this past July. This major festival, with its roots in France, chose Halifax as the site for its 50th anniversary.

Trois-Rivières has chosen to designate itself as a "Ville d'histoire et de

culture" (A City of History and Culture). Vancouver and Halifax have both created an "entertainment season" lasting from October through April, working with industry to offer special incentives to travel and visit the cultural attractions often overlooked in lieu of the scenic activities for which Canada is better known.

Toronto recently released *Culture Plan for the Creative City*, a report calling on that city to increase its per capita spending on culture from the current \$14.64 to nearly \$25. This commitment would place Toronto as one of North America's top supporters of culture and the arts, along with Vancouver (\$18), Chicago (\$22)

and Montreal (\$27). Among the recommendations of the report is the creation of a Youth Passport, allowing free, or low cost, admission for youth to cultural attractions.

"We are simply not providing enough marketing," says Thorne. "The current promotions simply take the cultural icons and insert them into existing campaigns." This results in arts and culture being seen as only a sidebar to the natural resources with which we are already well-identified. The iconic representations of Canada are already well known; perhaps it is time to show the world our culture, colour and creativity! 🍁

## U.S. travellers keen on culture

Recent studies in the U.S. show that 81 percent of American adults who took at least one trip (of 80 km or more from home) took in a cultural, heritage, or arts activity or event while on that trip. Trips with a cultural/historic component account for 21 percent of all domestic person-trips.

The surveys were undertaken through partnerships between the Tourism Industry Association of America, Smithsonian Magazine, and a number of states, cities, and other participants.

The surveys show a promising wave of opportunity for cultural and historic tourism product, with affluent and/or educated baby boomer households generating this type of travel, and spending more. 🍁

Information: [www.tia.org/Pubs/](http://www.tia.org/Pubs/)



Photo: Daniel Jalbert, courtesy of the Musée de culture populaire.

The Musée québécois de culture populaire at Trois-Rivières offers two attractions at one site: a national-class museum dedicated to popular culture, and the Old Prison, now classified as a historic monument. Open year-round, they offer a variety of packages that include local accommodation, with several of the properties situated within walking distance of the museum. Information: [www.culturepop.qc.ca](http://www.culturepop.qc.ca)

## Living museum concept expands by Raynald Turgeon

Economuseums can well be called Canada's living museums. Throughout eastern Canada, the International Economuseum Network Society (IENS) offers a network of businesses in which craftspeople educate the public about their products by using and presenting the best of traditional techniques.

Showcasing time-honoured artisan methods and know-how, the businesses include interpretation facilities that explain how their products are made in the workshop, as well as information centres dedicated to the craft and the techniques used in it.

Self-financed through the sale of products, economuseums are an innovative element of the cultural tourism sector. The economuseum model has developed in Quebec and the Atlantic provinces over the last 10 years, and the underlying idea has always been to spread the network across Canada during the society's second decade of existence. Efforts are already underway to

extend the network into Ontario and western Canada in a way that best responds to pressure and frequent requests from many who work in the social, political, economic, tourism and cultural fields there.

Exploratory work will begin in these regions in coming months. Following an established expansion strategy, IENS plans to set up similar organizations for Ontario, the west and the north as soon as possible, providing for on-site management of the network and of services for member businesses. IENS will continue to oversee protection and promotion of the concept as well as aggregate planning and quality control. It is hoped that eventually the network will spread rapidly to craft and agri-food businesses found in communities of every size around the world. 🍁

*From Des métiers...de la conservation à la création Tome 1, Éditions GID, 2003 by Raynald Turgeon*

## In Quebec ... by Carl Johnson

The current enthusiasm for cultural tourism has made museums increasingly popular among tourists. In Quebec, museums, exhibition centres and interpretation sites have long focused on customer satisfaction, and have shown they are capable of appealing to a wide spectrum of interests.

Distinctive exhibits and activities are becoming more and more competitive, offering a "unique and original experience" while also fulfilling their roles of providing education and preserving heritage. Given all this, Québec museums are in a good position to shift into the cultural tourism category.

But while many institutions are already very active in the tourism sector, challenges remain en route to attracting more tourists from across Canada and around the world. Quebec museums will need to expand their efforts and obtain the expertise required to improve their methods of promoting and selling museum activities and products.

The Société des musées québécois (SMQ), the organization representing Quebec museums, encourages and supports its members (more than 270 institutions) in their various strategies for taking advantage of the new cultural tourism trend as high performers. In May of 2002, the SMQ launched a Web site, *Museums to Discover*, that is loaded with information about museums all over Quebec. The site is an unmatched resource for anyone wanting to know more about Quebec museums, from collections to exhibition line-ups to events calendars – everything there is to do, see and discover in the province's museums. Web users who click on the site can quickly narrow down their search to museums in their own areas of interest.

In keeping with cultural tourism development precepts, the Thematic Routes section features a selection of 70 different tours built around 24 themes reflecting individual aspects of Québécois heritage: First Nations, First Contact; Fishing and Navigation; Industries and Production; The Mill Route; Contemporary Art; etc. Users can then simply print the relevant map and museum addresses, and "hit the road".

The SMQ plans to develop a promotion and marketing plan for activities and products at Quebec museums. A *Museums and Tourism* desk will be set up and resources assigned to marketing and cyber marketing strategies. Meanwhile, museum professionals attended the SMQ annual convention and discussed the Museums and Cultural Tourism theme, and representatives of Québec museums will be on hand at the Exposition Bienvenue Québec, in the section devoted to cultural tourism exhibitors. 🍁

*Carl Johnson is President, Société des musées québécois and Director, Musée régional de Rimouski.*

## Trans Canada Trail

### Nova Scotia

Population	908,007
Area	55,490 km
Trans Canada Trail	600 km

**"I have travelled around the globe, I have seen the Canadian and the American Rockies, the Andes and the Alps and the Highlands of Scotland; but for simple beauty, Cape Breton Island outrivals them all."**

*Alexander Graham Bell, inventor*

Photo: John de Visser, courtesy of the Trans Canada Trail Foundation.

The Trail at Inverness, on the west coast of Cape Breton Island.

## Making museums matter

The province of Ontario is celebrating the history of its communities, large and small. More than 600 museums, archives, art galleries and historic sites contribute to community life and tourism in the province. These institutions are acknowledged as essential to cultural tourism as they represent Ontario's rich and diverse heritage.



The heritage sector contributes \$480 million to the province's gross domestic product and generates 14,000 jobs. Over 18 million people visit museums or heritage sites in Ontario annually. A recent survey showed that 54 percent of Ontario residents have visited a museum or heritage institution compared to 36 percent who have attended a sporting event in the same period.

In an effort to reach and develop new markets and increase museum attendance during the shoulder

season, the Ontario Museum Association (OMA), in partnership with its museum members, partners, and media presenters, created a province wide bilingual campaign *May is Museum Month / Mai, Mois des musées* in 2000. Since its inception this cost-effective campaign has proven successful; this year, the month-long campaign featured more than 300 events and exhibits across the province.

Information: [www.museumsontario.com](http://www.museumsontario.com)

## Beringia working with tourism

The Yukon Beringia Interpretive Centre at Whitehorse is a territorial government-operated facility in the Yukon that takes supporting tourism seriously. The Centre has been expanding its traditionally summer operation to support increased tourism during the shoulder seasons, along with opening Sundays by appointment in the winter and even opening Christmas, Boxing Day, and two days at New Year's to service the East Asian market. It takes visitors on a prehistoric journey to a time when woolly mammoths and scimitar cats used to roam the north. The museum includes interactive multi-media presentations, murals and dioramas depicting the Beringia landscape, flora and fauna, a film, original works of art, and exhibits of discovered remains from throughout the Yukon.

Information: [www.beringia.com](http://www.beringia.com)

## Volunteers bring museums to life

The Yukon Historical and Museums Association (YHMA) has undertaken a study to determine the economic impact of museums, heritage centres, interpretation centres and heritage agencies in the Yukon, showing that the heritage community has made a difference in all aspects of that territory's economy.

There are many challenges that Yukon museums face, including a short tourism season and small population base, volunteer burnout, and a high cost to market and deliver the product. Through it all, Yukon museums and cultural centres have been able to produce world-class exhibits and attractions. Thousands of

hours of volunteers giving to their communities have produced and maintain these attractions. As YHMA executive director Mike Mancini notes, "economists call these things 'intangibles', and their value is very difficult to measure in dollars and cents. It is all about people striving to improve their communities."

Information: [www.yukonalaska.com/yhma](http://www.yukonalaska.com/yhma)

## A shared foundation on The Rock

A plan is underway to create a new \$50 million home in St. John's for the Newfoundland and Labrador Provincial museum, archives and art gallery. For years, these institutions have operated separately in St. John's but in June 2004 they will open to the public in a new facility called "The Rooms".

The province recognized the need for a year-round cultural tourism attraction to preserve, protect and present its cultural and natural heritage. The Rooms will provide modern environmental controls and standards for collections and greatly increased space for exhibitions, research and public programming. At opening, four floors of galleries and exhibit halls will be accessible to the public. The facility will enable the three institutions to share services such as marketing, development, client services, finance, and maintenance. It will also provide a sharing of public spaces including a theatre, restaurant and gift shop along with programming and meeting rooms. Visitors will pay a single fee for admission to all of the institutions and a one-stop opportunity to discover many of the province's cultural treasures.

Information: [www.therooms.ca](http://www.therooms.ca)

## Defining heritage holistically

The Okanagan Cultural Corridor in B.C.'s southern interior demonstrates that diversity, small town ingenuity and a holistic definition of "heritage" make a winning combination to create memorable and unique travel experiences.

The 250 km long Cultural Corridor includes over two dozen communities, and the Corridor's first full-colour print guide includes no less than 33 museums along with art studios, public and commercial galleries, performing arts providers and venues, agritourism attractions, wineries, and a host of festivals and events. All are packaged with the clear message that the Okanagan and Similkameen valleys make up a rich cultural landscape providing "an inspired journey".

Heritage in the Cultural Corridor project has been broadly interpreted to include well-established museums in larger centres such as Vernon, Kelowna and Penticton, and a host of attractions and sites in smaller centres, all of which reflect a genuine appreciation and respect for the role that land and climate has played in the lives of the area's first inhabitants and all those who came later.

Information: [www.okanaganculturalcorridor.com](http://www.okanaganculturalcorridor.com)

## A turning point at the National Gallery

For the first time in Ottawa's National Gallery's history, Aboriginal works of art hang side-by-side with Non-Aboriginal works in a permanent exhibition space. The presence of these newly incorporated treasures marks a major turning point in how the National Gallery displays Canadian art. It has also resulted in a remarkable transformation in the Canadian galleries themselves. For example, a wintry scene by landscape painter, Cornelius Kreighoff, hangs beside an intricately webbed Attikamek snowshoe. "By incorporating Aboriginal art into the Canadian galleries" says Greg Hill, one of the curators responsible for the reinstallation, "a missing piece of Canada's visual history has found its rightful place." ❄️

Information: [www.gallery.ca](http://www.gallery.ca)





## The Research Viewpoint

The seasonal nature of tourism in Canada *by Scott Male*

This issue of *TOURISM* features a look at autumn in Canada, so it may be helpful to take a look at what we know about Canada's tourism seasons – a phenomenon we call seasonality.

Around the same time the Canadian Tourism Commission (CTC) was establishing its vision based on Canada's four seasons, we were undertaking research to identify what we were talking about, and to quantify the phenomenon. One of the goals of the CTC is to improve the overall health and vibrancy of the Canadian tourism sector, and seasonality is one of the major constraints to this since it means most businesses must make most of their money in the short summer season.

We needed numbers to describe how seasonal the sector is, and in what way. As well, we needed to provide a benchmark – data about the world as it is – in order to evaluate the effectiveness of marketing efforts aimed at smoothing out the seasonal variation in demand.

We found there is a "sharp and pronounced seasonal pattern" to tourism in Canada, as described in the 1998 study by University of Waterloo professors David Wilton and Tony Wirjanto, which drew data from National Tourism Indicators (NTI). It was found that the third quarter of each year was the peak season for tourism demand. Fully 43 percent of tourism expenditures occurred during this quarter, compared to only 17 percent in the first and fourth quarters. Different tourism commodities showed different patterns of demand, with accommodations peaking more extremely than passenger air transport, for example.

On the supply side, we found that the supply of tourism products was less seasonal – car rental agencies and hotels do not need to add new units to meet the tourism season after all, their existing capacity is simply unused in low season. Tourism employment data, as well, was found to be much less seasonal. The 1998 study did not measure the supply side in great detail, but made a recommendation for a closer look at it. We are planning to update the 1998 study.

Interestingly, the 1998 study notes that there are two bedrock causes of seasonality that are difficult to change – mother nature and institutions. The climate is obviously a large factor, as is the scheduling of school and statutory holidays. As an illustration of the point, the data showed that a one-degree rise in summer temperature will result in a \$405-million (4 percent) rise in demand and 13,600 more summer jobs in the sector. And this rise in demand is coming from Canadians themselves.

As the saying goes, if you can't move the bedrock, you build on it; this strategy has met with mixed success so far. The study noted that large events such as the 1988 Calgary winter Olympics had surprisingly little impact on tourism demand across Canada (while noting that numbers for Alberta on its own were not yet available). However, also noted are efforts by individual players in the sector which have begun to bear fruit. This is already evident to anyone who has been to the Whistler or Mont Tremblant resorts during the summer and seen the crowds.

Seasonality cannot be ignored. Understanding it and turning it to our advantage is the challenge. 🍁

## Business tools for operators

In business, profit is synonymous with survival. Every business decision, big and small, has an impact on the viability of a commercial venture, and will be reflected in its financial statements. In sharing a vision with existing and potential business partners, as well as with financial institutions, it is essential for an operator to grasp the fundamental concepts of financial planning.

To help tourism operators improve the analysis of their business establishments and the effectiveness of their decisions, the Canadian Tourism Commission (CTC) is introducing a new customized tourism operators' financial planning spreadsheet. This practical and user-friendly tool can help tourism operators analyze quickly the impact of their decisions on the financial destiny of their business establishments.

After taking just a few moments to input their financial statement data on the spreadsheet, tourism operators will be able to view the financial profile of their businesses from different

angles: liquidity, profitability, productivity, overall financial health, growth rate, financial stability and shareholder value.

The financial planning spreadsheet will not only calculate the more critical financial performance measures of their business, but will also compare them to industry averages and financial benchmarks. This way, tourism operators will be able to determine how well they are doing and what needs to be done to improve their performance in order to remain profitable and competitive. The spreadsheet will be available early in 2004.

In addition, the CTC has introduced The ABC's of Financial Performance Measures and Benchmarks for Canada's Tourism Sector, a series of six financial planning guides designed to help owners and managers of tourism-related businesses plan more effectively and operate more profitably. 🍁

Information: [www.canadatourism.com](http://www.canadatourism.com)

## Tourism dip continues

For the fifth consecutive month, the total number of tourists travelling to Canada decreased in July 2003 when compared to July 2002. Results published by Statistics Canada indicate that total seasonally unadjusted international overnight travel to Canada dropped 16.2 percent in July 2003. This decline is primarily attributable to the international reaction to the SARS outbreak, as well as tensions in the Middle East and continuing weak global economies.

With the exception of Denmark (19.1 percent), Ireland (15.9 percent), India (6.8 percent) and Argentina (3.1 percent), overnight travel from every international market was down in July 2003 over the same month in 2002. The volume of overnight travel from the United States dropped 14.5 percent for that period while travel from overseas markets was down by 23.7 percent.

Canadians travelled abroad in smaller numbers in July 2003, when compared to July 2002, down 3.2 percent. While the number of Canadian travellers to the U.S. fell by 4.9 percent, the volume of overnight travellers to overseas destinations was up by 4.3 percent.

"These have indeed been difficult times," says Stephen Pearce, vice-president, Leisure Travel for Tourism Vancouver. "However, there have been some signs of recovery this last couple of months over previous months this year. This is a sign that recovery strategies and aggressive marketing are paying off, and that people are beginning to think about travelling again," Pearce notes. 🍁

# A MONTHLY GUIDE TO TRAVEL AND TOURISM DATA

TOURISM ACTIVITY	REFERENCE PERIOD	QUANTITY	% CHANGE FROM PREVIOUS YEAR
<b>TOURISTS TO CANADA</b>			
From the U.S. - Total	January-July 2003	7,821,227	-14.4
By Auto	January-July 2003	5,039,772	-15.7
By Non-auto	January-July 2003	2,781,455	-12.0
From Overseas - Total	January-July 2003	1,818,718	-16.6
United Kingdom	January-July 2003	406,620	-3.9
Japan	January-July 2003	126,999	-39.6
France	January-July 2003	149,114	-11.8
Germany	January-July 2003	138,721	-11.5
Hong Kong	January-July 2003	48,455	-33.2
Australia	January-July 2003	87,776	-0.5
Taiwan	January-July 2003	30,289	-50.8
Mexico	January-July 2003	87,341	-11.4
Korea (South)	January-July 2003	76,176	-15.6
<b>OUTBOUND CANADIAN TOURISTS</b>			
To the U.S. - Total	January-July 2003	7,217,486	-4.4
By Auto	January-July 2003	4,132,545	-5.2
By Non-Auto	January-July 2003	3,084,941	-3.2
To Overseas - Total	January-July 2003	3,093,365	6.4
<b>EMPLOYMENT IN TOURISM</b>			
Total Activities	Second Quarter, 2003	579,600	-1.2
Accommodation	Second Quarter, 2003	133,700	-3.2
Food and Beverage	Second Quarter, 2003	137,600	-3.6
Transportation	Second Quarter, 2003	80,600	2.6
<b>SELECTED ECONOMIC INDICATORS</b>			
Personal Disposable Income per person (\$)	Second Quarter, 2003	22,726	0.5
GDP at market prices (current, \$ billion)	Second Quarter, 2003	1,206.6	-0.4
GDP chained (1997, \$ billion)	Second Quarter, 2003	1,089.8	-0.1
CPI (1992=100)	August 2003	122.5	2.0
<b>EXCHANGE RATES (IN CDN\$)</b>			
American dollar	August 2003	1.3956	-10.9
British pound	August 2003	2.2236	-7.6
Japanese yen	August 2003	0.0118	-10.6
EURO	August 2003	1.5558	1.5

Note: All tourist estimates deal with trips of one or more nights; all data on this table is not seasonally adjusted.

Sources: Statistics Canada and the Bank of Canada.

## Deficit hits 9-year high

According to the international travel account preliminary estimates released by Statistics Canada on August 27, Canada's international travel deficit reached its highest level in the second quarter of 2003 since the same quarter in 1994.

On a seasonally adjusted basis, the total travel deficit increased by \$265 million, reaching \$1.1 billion. The 32 percent increase over the previous quarter is mainly because of a drop in spending by foreign visitors in Canada. This drop is due to consumer concern about a combination of factors such as the war in Iraq, SARS and mad cow disease (BSE).

The travel deficit with the United States increased by \$279 million, reaching \$627 million in the second quarter. Americans spent \$2.1 billion from April to June (down 13.1 percent from the previous quarter) while Canadians spent \$2.7 billion (down 1.1 percent from the previous quarter).

The travel deficit with overseas countries registered a slight decrease. Canadians travelling overseas spent \$1.8 billion (down 13.5 percent) while overseas visitors spent \$1.3 billion in Canada (down 16.9 percent). 🍁

Information:  
georgescu.denisa@ctc-cct.ca



## Heritage travellers a growth market

The Canadian Tourism Commission's (CTC) most recent *Travel Activities and Motivation Survey* (TAMS) analysis demonstrates that the Heritage travel market is one of the most important and lucrative segments, as well as one where extremely strong growth is anticipated over the next twenty-five years. This growing market is profiled in two TAMS reports – one for the American market and one for the domestic market.

In order to qualify as a Heritage Enthusiast, travellers must have taken a leisure trip in Canada (and, in many cases, to other destinations) in the past couple of years and have included at least four (specified) heritage or cultural activities on these trips.

Some key findings from the Heritage reports include:

- The Heritage Enthusiasts market is appreciably larger in the U.S. (34.5 million travellers) than it is in Canada (2.6 million travellers). The U.S. group was the second largest segment (behind Soft Outdoor Adventure) analysed by the CTC.
- Among heritage travellers with recent leisure travel experience in Canada, there were 2.2 million Canadians and 8.8 million Americans (representing the largest segment of U.S. travellers to Canada).
- Awareness of overlaps with other segments may prove useful for packaging and marketing Canada's tourism products. Canadian and American heritage tourists differed with respect to the degree of overlap with other TAMS activity-based segments. While there was a relatively strong overlap with Soft Outdoor Adventure on both sides of the border (40 percent among Canadians and 35 percent among Americans), the Americans were more likely to also be Visual Arts Enthusiasts, Performing Arts Enthusiasts and Wine and Culinary Enthusiasts.
- Canadian Heritage Enthusiasts were over-represented in Ontario and, perhaps surprisingly, under-represented in Quebec. These Canadians, however, were more likely than average to have travelled to all provinces, and were particularly more likely to have travelled to the Atlantic Provinces.
- Although Canada attracts a disproportionate amount of American travellers from border states, Heritage Enthusiasts who travelled to Canada were also more likely to live in mid-tier states than the American adult population as a whole. While total travellers to Canada are substantially under-represented in U.S. long haul states (tier 3), Heritage Enthusiasts were more likely than most other segments to come from tier 3 southern states, a harder-to-reach, yet often more lucrative market. Forty percent of these travellers came from southern states, compared to the average 35 percent among travellers to Canada.
- While Ontario captured the highest proportion of American Heritage Enthusiasts, they were disproportionately more likely than other travellers to have visited Quebec and Atlantic Canada.
- Not surprisingly, Europe represents strong competition for this group of travellers.
- They were one of the oldest segments, with higher than average household incomes.

As a result of expected population growth as well as shifts in regional and age distributions of American and Canadian markets, the Heritage Enthusiasts market segments are expected to grow. In fact, the American Heritage Enthusiast market is expected to experience the strongest growth of all segments analysed in this series.

Since older travellers and new Canadians have a tendency to participate in more culturally oriented activities, all of the cultural activity-based segments featured in the TAMS analysis are expected to experience particularly strong levels of growth. 🍁

Information: [www.canadatourism.com](http://www.canadatourism.com)



**The Virtualmuseum of Canada** Web site features exhibits from across Canada, along with a section called "Community Memories" focusing on the unique heritage of communities across Canada. [www.virtualmuseum.ca](http://www.virtualmuseum.ca)

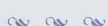


**CHIP Hospitality has launched two new e-commerce initiatives** aimed at the growing number of web savvy travellers and professional meeting planners. *GreatCanadianMeetings.com* is the company's new business-to-business online marketplace for meeting planners and CHIP has completely redeveloped and expanded its business-to-consumer site, *GreatCanadianHotels.com*. According to a new Ipsos-Reid study titled "Online Travel 2003: What the Future Holds" the Internet is the number one source of travel information for Canadians.



Dave Russell, Jennifer Houillebecq and Jimmy Young have joined together to form the **Tourism Planning Group**, a Vancouver-based tourism services firm providing planning, product development, marketing, and business implementation advice.

In Banff, Alberta, art galleries, museums and other cultural institutions get together in September for a community day of art, fun and discovery. Dubbed the "**Banff Culture Walk**" it is an opportunity to visit the area's most vibrant art galleries, museums, and cultural organizations that, together, have animated Banff as a cultural destination. In Kingston, Ontario, a similar celebration (named **Weekend of the Arts**) is held in October.



Motor coaches emblazoned with graphics promoting Ontario tourism began daily service between **Toronto** and **New York** City in August in an effort to boost Ontario's and Toronto's tourism industry.



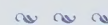
A recent survey of 5,000 consumers in five countries by **American Express** suggests that despite tough economic times, affluent consumers are in a positive mood about their near-term future financial conditions and spending plans. The survey questioned consumers in Australia, Canada, Italy, Mexico and the United Kingdom. In Canada the survey suggests that

Canadians are planning to spend more money on entertainment outside the home over the next year.



**Bienvenue Québec - 2002**, a tourism trade show and marketplace showcasing cultural product, was a first in cultural tourism in Canada. The CTC was part of the partnership under the umbrella of Packaging the Potential, its business strategy in cultural tourism, and it is making an assessment of the initiative. Copies can be

obtained through the CTC distribution centre: [distribution@ctc-cct.ca](mailto:distribution@ctc-cct.ca).  
Information: [labreque.ernest@ctc-cct.ca](mailto:labreque.ernest@ctc-cct.ca).



The 3rd Annual **Tourism Human Resources Forum** will take place in Ottawa November 21-22. This year's program will focus on diversity, labour shortages, employee education and training, and recruitment and retention challenges. [www.cthrc.ca/finaleng.pdf](http://www.cthrc.ca/finaleng.pdf) 🍁



Roger Jamieson

## Tourism Profile

**Roger Jamieson** is the regional private sector representative on the board of directors of the Canadian Tourism Commission for Newfoundland and Labrador and Nova Scotia.

Jamieson is a private tourism operator from Swift Current, Newfoundland and Labrador. His business, Kilmory Resort, is the province's largest cottage resort. He is a former senior executive with CHUM Group Radio in Newfoundland and Labrador, and is an active volunteer in several industry associations, having served as a director of the Heritage Run Tourism Association, president of the Newfoundland and Labrador Campground and Attractions Operators Association, a member of the Canadian Tourism Human Resource Council, the Newfoundland and Labrador Accommodations Rating Council (Canada Select), and the Provincial and Territorial Tourism Industry Association.

Jamieson is an 11-year board member of Hospitality Newfoundland and Labrador (the province's tourism association) and recently completed a two year term as president. He is past Industry Chair of the Atlantic Canada Tourism Partnership, and has recently been appointed to the board of the Newfoundland and Labrador Tourism Marketing Partnership. Jamieson Chairs the Board of Marble Mountain Development Corporation (the operator of Newfoundland and Labrador's major Alpine Ski Resort near Corner Brook)

He lives in Swift Current with his wife and business partner Janice Haynes-Jamieson and their two children Hope and Campbell.

As a member of the CTC Board, Jamieson serves on the Corporate Governance committee as well as the Small and Medium Sized Enterprises committee. He feels that the long term vision is the one the board has embarked on, undertaking "a continuous re evaluation of each marketing initiative and program to ensure the CTC's investments provide the best return on investment and continued growth for our industry."

Jamieson notes that the value of tourism to the Canadian economy has been highlighted through the recent crisis as never before; in the future, the CTC must capitalize on this awareness for increased marketing funding to create a successful post SARS recovery strategy. 🍁

## People

**Scott Stuckey** has been appointed general manager at the Vancouver Marriott Pinnacle Hotel... Tourcan Vacations new airfare specialist is **Paul Brandon**.

**Graham V. Edwards** is Travel Alberta's new international portfolio manager and **Cindy Armstrong** (Travel Alberta's manager of finance and performance measurement) has been appointed acting general manager.

**Don Obonsawin**, former deputy minister of Ontario Culture and Tourism and a former CTC board member, has been appointed president and CEO of Air Transat (which purchased Jonview effective August 5).

**Kate Davies** has been appointed CEO of Schumann Resorts Ltd.,

the management company for Big White and Silver Star resorts...

**Michael J. Ballingall** is now senior vice president, marketing and sales, at Schumann Resorts and **Paul Plocktis** is vice president, real estate and development.

**Mark Schwilden**, CTC director, U.S. Marketing has been appointed director, E-Marketing...

**Greg Klassen**, CTC director E-Marketing has taken over the position of director, U.S. Marketing.

**Barry Smith**, from the Metro Toronto Convention Centre, has replaced **Penny McMillan** from Destination Winnipeg as Chair of the CTC's Meeting, Convention and Incentive Travel Working Committee (MC&IT) 🍁

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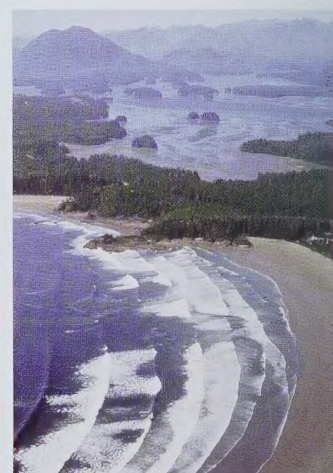
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